

# Metro Heart & Vascular Institute Privacy Policy

Metro Heart & Vascular Institute ("we," "us," or "our") is committed to protecting the privacy of our patients and users. This Privacy Policy explains how we collect, use, and disclose your personal information and ensures compliance with the Health Insurance Portability and Accountability Act (HIPAA) and The Campaign Registry (TCR) requirements for SMS texting.

## 1. Protected Health Information (PHI)

We collect, use, and disclose your Protected Health Information (PHI) in accordance with HIPAA. PHI includes any information that can be used to identify you and relates to your health condition, the provision of healthcare, or payment for healthcare services.

## 2. Information We Collect

- Personal Information: Name, address, phone number, email address, date of birth, insurance information, and other contact information.
- Health Information: Medical history, treatment information, and prescriptions.
- SMS Texting Data: Phone number, message content, and timestamps of text messages.

## 3. Sharing of Information

- **SMS opt-in or phone numbers for the purpose of SMS are not shared.**

## 4. How We Use Your Information

- Healthcare Services: We use your information to provide, coordinate, and manage your healthcare services.
- Payment and Operations: We use your information for billing purposes, insurance claims, and healthcare operations.
- SMS Communications: We may use your phone number to send appointment reminders, health-related updates, or other relevant communications.

## 5. Disclosure of Information

We may disclose your PHI to:

- Healthcare Providers: For treatment purposes.

- Insurance Companies: For billing and payment purposes.
- Business Associates: Who assist us with operations, under strict privacy and security obligations.

## **6. Your Rights**

- Access: You have the right to access your PHI.
- Amendment: You may request changes to your PHI if you believe it is incorrect or incomplete.
- Restrictions: You have the right to request restrictions on certain uses and disclosures of your PHI.
- Confidential Communications: You may request that we communicate with you in a specific manner (e.g., only through certain channels).
- Opt-Out: You have the right to opt out of receiving SMS communications at any time by replying "STOP" to any message or contacting us directly.

## **7. SMS Texting and The Campaign Registry Compliance**

We are committed to protecting your information when communicating via SMS. By providing your phone number, you consent to receive SMS communications related to your healthcare. We comply with The Campaign Registry requirements, ensuring that all SMS communications are secure and that your information is not shared with unauthorized third parties.

## **8. Data Security**

We implement appropriate administrative, technical, and physical safeguards to protect your PHI from unauthorized access, use, or disclosure.

## **9. Contact Information**

If you have any questions or concerns about this Privacy Policy or your rights, please contact us at:

Metro Heart & Vascular Institute

Attention: Privacy Officer

1479 Commerce Drive

Algonquin, IL- 60010

## **10. Changes to This Policy**

We may update this Privacy Policy from time to time. We will notify you of any significant changes and provide an updated policy on our website.

This policy ensures that all patient information is handled with the utmost care, in compliance with HIPAA and TCR guidelines, while maintaining transparency and protecting patient rights.